

2 – DAY

POWER COMMUNICATION STRATEGIES

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METHODOLOGY

Theories and models will be simplified, and further enriched with activities to engage them mentally and physically. To evaluate their knowledge and how they can apply what they have learnt into their workplace after the program, we will conduct a post-test, review and recap, and an action plan. Facilitator incorporates methods in NLP to create an environment where participants will be fully engaged on both conscious and subconscious level. Training will be delivered in a highly interactive and experiential way whereby concepts and background information will be presented through group exercises, discussion and activities creating an environment that facilitates accelerated learning and application. Each activity will be thoroughly de-briefed to link the learning to application. Additionally, participants will document their learning points and noteworthy thoughts in a workbook after every module. The workbook also contains useful explanations, tips, and methods. Other methods employed include short explanations with slides and Q&A, role-playing, demonstrations, group discussions, and video clip presentations.

WHO SHOULD ATTEND?

Open to everybody

INTRODUCTION

“You cannot continuously improve interdependent systems and processes until you progressively perfect interdependent, interpersonal relationships.”

- Stephen Covey –

To effectively communicate and interact with one another, human beings need interpersonal skills. These skills are vital when interacting with other people at an individual or group level. By developing your interpersonal skills, it enhances your success both personally and professionally. Since employers understand the importance of these skills in teamwork, they are constantly looking for employees with proper interpersonal skills. With these skills, an employee will be in a position to effectively communicate with his or her colleagues, subordinates, management, clients and customers.

This Power Communication Strategies program aims to close the gaps of communications at the workplace by helping participants understand the different methods of communication and how to make the most of each of them. These strategies will provide a great benefit for any organisation and its employees. They will trickle throughout the organisation and positively impact everyone involved.

COURSE OBJECTIVES

By the end of this course, you will be able to:

- Have a solid understanding of what communication is, identify ways that communication can happen and appreciate the value of effective communication at the workplace.
- Identify common barriers to communication and how to overcome them.
- Assess their competencies in the five areas of the communication process.
- Know some ways to improve the verbal skills of asking questions and communicating with power, as well as understand what non-verbal communication is and how it can enhance interpersonal relationships.
- Identify the skills needed in starting a conversation, moving a conversation along, and progressing to higher levels of conversation.
- Understand how seeing the other side, building bridges and giving in without giving up can improve skills in influencing other people.
- Understand how the use of facts and emotions can help bring people to your side.
- Write e-mails and texts that are effective and relevant to the context.

PROGRAM OUTLINES

MODULE 1: THE BIG PICTURE

When we say the word, “communication,” what do you think of? Many people will think of the spoken word. People who are hearing impaired, however, might think of sign language. People who are visually impaired might think of Braille as well as sounds. In this module, we will explore the different ways in which we communicate.

- Tenerife Airport Disaster and Mokusatsu
- The What and How of Communication
- Your Communication Skills Revisited: An Assessment
- Pre-test

MODULE 2: UNDERSTANDING COMMUNICATION BARRIERS

On the surface, communication seems pretty simple. I talk, you listen. You send me an e-mail, I read it. Netflix makes a movie, we watch it. Like most things in life, however, communication is far more complicated than it seems. Let’s look at some of the most common barriers and how to reduce their impact on communication.

- An Overview of the Common Barriers
- Generation Gaps: A Misunderstanding?
- Behaviour Styles: Understand and Adjust
- Tackling and Overcoming Communication Barriers

MODULE 3: THE VERBAL AND NON-VERBAL ELEMENTS

Words are powerful tools of communication. Indeed, word choice can easily influence the thoughts, attitudes, and behaviour of the people listening to us. Similarly, proper attention to the language of others can give us insight to what it is that they are really saying, helping us to respond appropriately and effectively. Having said that, communication is not just about what comes out of our mouths. In fact, what we don’t say - our body language, voice intonation and use of silence - often sends a louder message to other people than the words we say.

- Listening and Hearing: They Aren’t the Same Thing
- Asking Questions: Open and Purposeful
- Communicating with Power
- Body Language and the Signals You Send to Others

MODULE 4: THE ART OF CONVERSATION

Engaging in interesting, memorable small talk is a daunting task for most people. How do you know what to share and when to share it? How do you know what topics to avoid? How do you become an engaging converser? Most experts propose a simple

three-level framework that you can use to master the art of conversation. Identifying where you are and where you should be is not always easy, but having an objective outline can help you stay out of sticky situations and help you get conversations started.

- Level One: Discussing General Topics
- Level Two: Sharing Ideas and Perspectives
- Level Three: Sharing Personal Experiences
- Networking Tips for Your Toolbox

MODULE 5: INFLUENCING SKILLS AND BRINGING PEOPLE TO YOUR SIDE

The skill of influencing others is a valuable asset to have; it can help us sell products and ideas, convince people and institutions to assist us, and even get the world to change! After all, while we don’t have the power to control other people, we can always do our best to persuade them. Moving along, we will discuss the ways you can bring people to your side. Particularly, we will highlight the persuasive techniques of appealing to a person’s emotions and reason.

- Seeing the Other Side and Building a Bridge
- Giving In Without Giving Up
- A Dash of Emotion and Plenty of Facts
- Bringing It All Together

MODULE 6: DIGITAL COMMUNICATION

Email has long been a core tool for business communications, but a 2013 survey by Sendmail, Inc., found that it has caused tension, confusion, or other negative consequences for 64 percent of working professionals. So, how can you avoid your emails from doing this? And how can you write emails and text messages that get the results you want? In this module, we look at strategies you can use to ensure that your use of email is clear, effective and professional.

- 6 Simple Rules
- Writing an Effective Text
- Working in a Virtual Team

MODULE 8: WRAPPING UP

What is all worthwhile? In this module, we will assess certain knowledge and understanding gained throughout the program. Also, they will come up with an action plan to apply what they have learnt in their professional lives.

- Learning Points and Key Takeaways
- Post-Test
- Commitment Pledge, Action Plan and Evaluations